WHAT IS CLAIMED IS:

1. A broadcast type service system using communications according to Bluetooth specification, the system comprising:

at least one transmission device;

a reception information providing device; and

a plurality of reception devices;

each transmission device having:

a transmission device communication unit configured to carry out communications with the reception information providing device and the reception devices; and

a transmission device control unit configured to control the transmission device communication unit to transmit application data to at least one reception device and to transmit a reception establishing information of each transmission device which is necessary for a reception device to receive the application data transmitted from each transmission device;

the reception information providing device having:

a reception information providing device communication unit configured to carry out communications with each transmission device and the reception devices; and

a reception information providing device control unit configured to control the reception information providing device communication unit to receive the reception establishing information of each transmission device transmitted from each transmission device, and to transmit the reception establishing information of a specified transmission device to a prescribed reception device; and

each reception device having:

a reception device communication unit configured to carry out communications with each transmission device and

the reception information providing device; and

a reception device control unit configured to control the reception device communication unit to receive the reception establishing information of one transmission device transmitted from the reception information providing device, and to receive the application data transmitted from said one transmission device according to the reception establishing information of said one transmission device.

2. The system of claim 1, wherein the reception information providing device also has a memory unit configured to store the reception establishing information received by the reception device communication unit.

3. The system of claim 1, wherein the reception information providing device also has a plurality of memory units configured to separately store the reception establishing information of a plurality of transmission devices received by the reception device communication unit.

4. The system of claim 1, wherein the reception information providing device control unit is also configured to acquire a service specification of a service provided by each transmission device from each transmission device, compare the service specification of the specified transmission device with a specification of service acceptable to the prescribed reception device, and control the reception information providing device communication unit to transmit the reception establishing information of the specified transmission device to the prescribed reception device only when the service specification of the specified transmission device is acceptable to the prescribed reception device.

5. The system of claim 1, wherein the transmission device control unit of each transmission device is also configured to control the transmission device communication unit to transmit the application data even when there is no reception device that is carrying out communications with each transmission device in an active mode according to the Bluetooth specification.

6. The system of claim 1, wherein the reception device control unit is also configured to control the reception device communication unit to receive the application data transmitted from said one transmission device according to the reception establishing information of said one transmission device, only when communications in an active mode according to the Bluetooth specification cannot be carried out with said one transmission device.

7. The system of claim 1, wherein the reception device communication unit receives the reception establishing information that indicates a hopping pattern and a phase of said one transmission device.

8. The system of claim 1, wherein the reception device communication unit receives the reception establishing information that indicates a Bluetooth device address and a clock of said one transmission device.

9. The system of claim 1, wherein the reception information providing device communication unit transmits the reception establishing information of the specified transmission device that indicates a Bluetooth device address of the specified transmission device, a clock offset between the specified transmission device and the reception information providing device, and a clock of the

reception information providing device at a time of transmitting the reception establishing information to the prescribed reception device.

10. The system of claim 1, wherein the reception information providing device communication unit transmits the reception establishing information of the specified transmission device that indicates a Bluetooth device address of the specified transmission device, a clock of the specified transmission device at a time of transmitting the reception establishing information from the specified transmission device to the reception information providing device, a clock of the reception information providing device at a time of receiving the reception establishing information from the specified transmission device, and a clock of the reception information providing device at a time of transmitting the reception establishing information to the prescribed reception device.

11. The system of claim 1, wherein the reception information providing device communication unit receives the reception establishing information of each transmission device by carrying out communications according to the Bluetooth specification with each transmission device.

12. The system of claim 1, wherein the reception information providing device communication unit receives the reception establishing information of each transmission device by carrying out communications different from communications according to the Bluetooth specification with each transmission device.

13. A broadcast type service system using communications according to Bluetooth specification, the system comprising:

at least one transmission device; and

a plurality of reception devices;

each transmission device having:

a transmission device communication unit configured to carry out communications with the reception devices; and

a transmission device control unit configured to control the transmission device communication unit to transmit application data to at least one reception device, and to transmit a reception establishing information of each transmission device which is necessary for a reception device to receive the application data transmitted from each transmission device; and

each reception device having:

a reception device communication unit configured to carry out communications with each transmission device; and

a reception device control unit configured to control the reception device communication unit to receive the reception establishing information of one transmission device transmitted from said one transmission device by carrying out communications in an active mode according to the Bluetooth specification with said one transmission device, and to receive the application data transmitted from said one transmission device according to the reception establishing information of said one transmission device when communications with said one transmission device is switched from the active mode to a park mode according to the Bluetooth specification.

14. The system of claim 13, wherein the transmission device control unit of each transmission device is also configured to send an inquiry to one reception device that is carrying out communications in the active mode with each transmission device, the inquiry inquiring whether said one reception device is a device capable of switching to communications in the park mode or not, receive a response

to the inquiry from said one reception device, store information on the response, and switch communications with said one reception device from the active mode to the park mode according to stored information on the response.

15. The system of claim 13, wherein the transmission device control unit of each transmission device is also configured to control the transmission device communication unit to transmit the application data even when there is no reception device that is carrying out communications with each transmission device in an active mode according to the Bluetooth specification.

16. The system of claim 13, wherein the reception device control unit is also configured to control the reception device communication unit to receive the application data transmitted from said one transmission device according to the reception establishing information of said one transmission device, only when communications in an active mode according to the Bluetooth specification cannot be carried out with said one transmission device.

17. The system of claim 13, wherein the reception device communication unit receives the reception establishing information that indicates a hopping pattern and a phase of said one transmission device.

18. The system of claim 13, wherein the reception device communication unit receives the reception establishing information that indicates a Bluetooth device address and a clock of said one transmission device.

19. A method for providing a broadcast type service using communications according to Bluetooth specification, the method comprising:

(a) transmitting application data from each transmission device to at least one reception device;

(b) transmitting from each transmission device a reception establishing information of each transmission device which is necessary for a reception device to receive the application data transmitted from each transmission device;

(c) receiving the reception establishing information of each transmission device transmitted from each transmission device at a reception information providing device;

(d) transmitting the reception establishing information of a specified transmission device from the reception information providing device to a prescribed reception device;

(e) receiving the reception establishing information of one transmission device transmitted from the reception information providing device at one reception device; and

(f) receiving the application data transmitted from said one transmission device at said one reception device according to the reception establishing information of said one transmission device.

20. A method for providing a broadcast type service using communications according to Bluetooth specification, the method comprising:

(a) transmitting application data from each transmission device to at least one reception device;

(b) transmitting from each transmission device a reception establishing information of each transmission device which is necessary for a reception device to receive the application data transmitted from each transmission device;

(c) receiving the reception establishing information of one transmission device transmitted from said one transmission device at one reception device by carrying out communications in an active mode according to the Bluetooth specification with said one transmission device; and

(d) receiving the application data transmitted from said one transmission device at said one reception device according to the reception establishing information of said one transmission device when communications with said one transmission device is switched from the active mode to a park mode according to the Bluetooth specification.

21. A reception information providing device in a broadcast type service system using communications according to Bluetooth specification, the reception information providing device comprising:

a communication unit configured to carry out communications with each transmission device and reception devices; and

a control unit configured to control the communication unit to receive a reception establishing information of each transmission device transmitted from each transmission device which is necessary for a reception device to receive application data transmitted from each transmission device, and to transmit the reception establishing information of a specified transmission device to a prescribed reception device, such that the prescribed reception device can receive application data transmitted from the specified transmission device according to the reception establishing information of the specified transmission device received from the reception information providing device.

22. A reception device in a broadcast type service system using communications according to Bluetooth specification, the reception device comprising:

a communication unit configured to carry out communications with each transmission device; and

a control unit configured to control the communication unit to receive a reception establishing information of one transmission device transmitted from said one transmission

device which is necessary for the reception device to receive application data transmitted from said one transmission device, by carrying out communications in an active mode according to the Bluetooth specification with said one transmission device, and to receive application data transmitted from said one transmission device according to the reception establishing information of said one transmission device when communications with said one transmission device is switched from the active mode to a park mode according to the Bluetooth specification.